



*JPW*

PATENT  
Attorney Docket No. 08011.3000

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
John B. FERBER	)	Group Art Unit: 3628
	)	
Application No.: 09/753,685	)	Examiner: BORISSOV, Igor N.
	)	
Filed: January 4, 2001	)	Confirmation No.: 1659
	)	
For: SYSTEM AND METHOD FOR	)	
TRANSMISSION OF	)	
ADVERTISING TO WIRELESS	)	
DEVICES	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

In reply to the Office Action mailed May 7, 2007, the period for response extending through August 7, 2007, Applicant requests reconsideration of the above-identified in view of the following remarks.

**Remarks** follow on the next page of this paper.